*The personality of society -***THE NEW AMERICAN CULTURE SERIES**

In cooperation with the American Studies Association, University Microfilms announces a microfilm series of basic source materials in American culture and civilization.

This series will provide libraries with all of the materials not readily accessible for basic studies of *Americana* through the period of the Civil War. Many of the books for this period are unavailable or are at best expensive or hard to find. Easy-to-find books and modern reprints will not be reproduced, although the bibliography which will be a companion to the microfilm will include such items for purposes of reference.

This bibliography is being compiled by David Weimer of the Literature department of the University of Michigan, and will also incorporate those items which appeared in the American Culture series published in 1941. This original series consists of 253 titles ranging in time from the famous 1493 *Epistola* of Christopher Columbus to the 1798 collection of Benjamin Rush essays.

While a chronological arrangement suffices for this relatively small, basic list, the bibliography for the newly expanded series will be systematically arranged for greater ease of studying the components that constitute the personality of society. Topics will be arranged under the following headings: Literature; Philosophy; Religion and Theology; Art and Architecture; Music; History; Politics and Law; Economics and Sociology; Education and Learning; Journalism and Printing; Medicine and Psychology; Technology and Engineering; Military and Naval History and Science; Geography and Geology; Botany and Ornithology; Astronomy; Chemistry, Physics, and other Sciences.

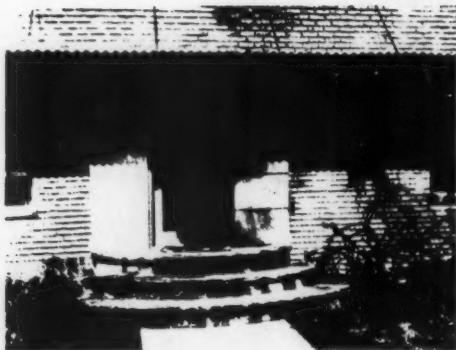
This represents what might be called the anatomy or parts of the personality of 19th century America, and as Howard Odum once remarked, 'Personality is to an individual what culture is to society.' In this sense culture is the personality of the people. When the earth was the center of the universe, and man the individual for which it had all been created, it seemed proper to revert to geocentricity and anthropocentricity in order to explain beginnings, ends, and purposes. Cultural history is to man what Plutarch and Carlyle were to individuals. Cultural history is written in terms of the personality of people, the multiple-protagonist of the modern world. We are still anthropocentric, the only difference being that we are multiply

instead of individually so. And it is cultural history that begins to make it possible for us to see the facets, or as the guy once said, the many faucets, of the mind of this multiple protagonist.

All men speak a language and develop means of communication. They synchronize themselves to the cycles of the seasons. They collect things, and extract others. They hunt and fish. They develop skills in the processing of raw materials. They capitalize on things they have produced in order to produce other things. They make buildings in which to live, to cook, to store, to work, to worship, to learn, to meet. The satisfaction of the urge to eat develops customs relating to the acquisition of food, diet, preservation and storage, its preparation, and the use of fingers and forks. Men thirst and drink to assuage their thirsts, but they drink many kinds of fluids and for different reasons. They dress and adorn themselves in many ways. They shave and undergo depilation. They tattoo and scarify themselves.

They develop routines for daily living, and even postures for sleeping, methods of elimination, etiquettes for saluting friends and strangers. They have various values for various kinds of work, and various notions about honorable and despised occupations. They divide their labor by sex, by age, by locality, by skill. They place price and value on their products. They swap, they sell, they barter, they borrow. They hoard, they save, they speculate and invest. They move things, and themselves, by trails, tunnels, paths, roads, rivers, railroads, sea and air. They travel on skis, skates, canes and crutches. They migrate with seasons. They go on expeditions. They idle and loaf, they gossip and boast, they make puns, they visit the sick, they watch or participate in tugs of war, shinny, and wrestling.

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Vol. I

No. 2

MICROCOSM is a publication of University Microfilms, with central offices at 313 North First Street, Ann Arbor, Michigan.

MICROCOSM is intended to bring interesting news of microfilming in all of its phases to the attention of librarians and others who, in the opinion of the Publisher, will benefit by receiving it.

If you would like to continue to receive MICROCOSM, please send a postal card with your name and address to

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PERIODICALS ADDED TO CURRENT LISTS

Additional titles recently added to the Current Periodical series include MUSIC EDUCATOR'S JOURNAL, SOUTH ATLANTIC QUARTERLY, IRON AGE, ADULT LEADERSHIP, FORBES, ART NEWS, and SCHOOL SCIENCE AND MATHEMATICS. This year's volumes will be available early in 1956, and as yet no prices for the microfilm have been set, since these depend on the number of pages in a year's issues.

In the Government Documents series, the 71st through the 77th congresses of the CONGRESSIONAL RECORD are being filmed, and positive copies can be prepared within the next month for libraries wishing this portion of the RECORD. Prices will be announced when the negative has been completed. □

THE MICROPRINT READER

The Kodagraph Microprint reader described on page 20 of "The Problem of Periodical Storage in Libraries," is priced at \$300.00 rather than \$350.00 as listed.

In this new reader, manufactured by the Eastman Kodak Co., the screen is so bright that no room dimming is needed. The screen is green because studies have shown it's easier on the eyes. It is made of a material Kodak invented to diffuse light far better than ground glass. This not only improves comfort but permits several people to look on together. The definition is so high that microprint enlarged 22 times is legible.

HALF A CENTURY OF NURSING ON MICROFILM

A small band of intrepid nurses in October of 1900 bravely turned out Volume 1, Number 1 of the *American Journal of Nursing*. "With the Maine to South Africa," a description of the Boer war experience of an American hospital ship, was the lead article of the initial issue.

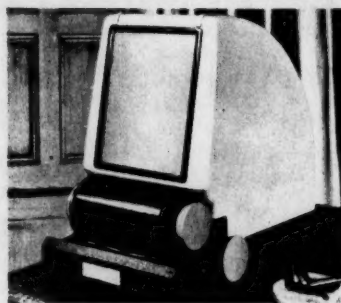
The fifty four volumes of the *Journal*, now available on microfilm, constitute a veritable history of American nursing during the past half century, nursing information from Boer war techniques to atomic radiation therapeutics is readily accessible from the *Journal's* microfilm series. As the official publication of the American Nurses' Association, the *Journal* serves as an authoritative chronicle of the growth and accomplishments of that organization since its inception.

Nursing educators, students, researchers, authors and historians make extensive use of the host of information published by the *Journal* during the past decades and, oddly enough, many of its early issues enjoy a reference frequency almost comparable to those of recent date.

The debut of *Nursing Outlook* in January of 1953 marked another milestone in the field of nursing publications. Official publication of the newly formed National League for Nursing, *Outlook* has won recognition as must reading in nursing circles. Its extensive use as reference material demanded that microfilm copies be made available to the profession and all copies published since its inauguration have now been recorded on film for compact filing.

The basic character of both the *American Journal of Nursing* and *Nursing Outlook* assures the longevity of their content. Microfilming provides the ideal means of preserving this invaluable and irreplaceable knowledge with a minimum need of both space and maintenance.

The first 53 volumes of the *Journal* on film sells for \$259.55, while Volume I of the new *Nursing Outlook* sells for \$2.20. □



Kodak optical engineers have designed a special lens that works from the curved surface of the platen and makes the image equally sharp everywhere on the 8-3/4 in. x 10-1/2 in. screen. Rigidity of the cast metal construction keeps the focus unimpaired whatever the position to which the platen is slid. □

THE PERSONALITY OF SOCIETY

[CONTINUED FROM PAGE 1]

They go to mortuary feasts. They gamble. They like to decorate things, to draw and paint, to sing and dance, to declaim, to make rhymes, runes and riddles, to establish canons of taste and value, to count, to weigh, and to measure time. They develop ideas about the hereafter, about creation. They think about thinking. They develop political doctrines, knowledge of the sun, water spirits and monsters.

They develop ideas, and justifications for ideas about right and wrong, theories of accountability; about beauty, truth, honesty, loyalty. They stratify society in terms of sex, birth, caste, class. They establish a patterned behavior between father and daughter, siblings, blood relations. They organize governments, they submit to regulatory activities. They prize conformity and cherish originality. They penalize the deviate and honor the individual. They establish liabilities for behavior. They punish murder and lying, fornication and *lese majeste*, theft, bribery and negligence. They are antagonistic, quarrelsome; they are peaceful. They establish alliances, write treaties, and make conventions. They think of themselves in terms of humors and polarity, the distribution and even the disposition of hair, the functions of genitalia, about blushing, the blowing of noses, weeping, winking, blinking and the ringing of ears, the piercing of ears, noses and lips, spitting, hiccupping and yawning. They develop ideas about eroticism and romanticism, modesty and decorum, phallicism and chastity. They know what caul births mean. They know how to treat temper tantrums. They have rules that cover the problems of puberty and adolescence. They have conditions of courtship, marriage negotiations, and symbolic rites for weddings. And they have types of, and reasons for, divorce. They have conceptions of old age, adjustments to senescence, and, finally, procedures for death and the treatment of the soul. These are a few of the parts that are the personality of the people.

The titles which represent this complex personality in the microfilm series are being selected under the guidance of a committee appointed by the American Studies Association, with Howard H. Peckham, of the William L. Clements library as chairman. Other committee members are Louis B. Wright, Folger library; Stanley Pargellis, Newberry library; Robert Land, Library of Congress; George R. Taylor, Amherst College; H. Dan Piper, California Institute of Technology; and Clyde Walton, State University of Iowa Library.

The titles which are selected for filming will be furnished as positive microfilm at the rate of approximately 100,000 pages per year, for an annual subscription of \$500.00. It is estimated that five to six annual allotments will be required to complete the series. Further information concerning the series will be presented to librarians through the pages of MICROCOSM. □

6230, or

POLICIES AND PRACTICES . . .

Publishers of books printed on paper worry a lot about titles. The theory is that a short title is more easily remembered, or less easily forgotten, than a long one. And there is a sub-theory that long ones scare prospective readers off. In our study of titles, and we have been studying them for an unmentionably long time, we have come to the conclusion that all titles fall into four categories. There are descriptive titles, suggestive titles, allusive titles, and arbitrary titles. To this classification there must now, because of the publishing of books on microfilm, be added another category, that of the functional title.

The descriptive title is exactly what it suggests, descriptive of the purpose of the author and the content of the book he has written. It also enables prospective readers to tell at a glance whether it will, or will not, be of interest or value to him. Such a title is, to pick one at random, *Policies and Practices in the Selection of Candidates for the Teaching Profession in Colleges and Universities of the North Central Association*. It must be granted that, in terms of scope, purpose, and market, this title leaves little to be desired. But, consider the problem it presents to the publisher of the ordinary three dimensional book, the smallest dimension of which, the shelf back, must also serve as billboard for display advertising. If the title goes on horizontally, as titles should, this is the result:

POLICIES
AND
PRACTICES
IN THE
SELECTION
OF
CANDIDATES
FOR THE
TEACHING
PROFESSION
IN
COLLEGES
AND
UNIVERSITIES
OF THE
NORTH
CENTRAL
ASSOCIATION

The alternative is to run it pain-in-the-neck fashion up the spine of the book in this fashion.

(CONTINUED ON PAGE 4)

POLICIES AND PRACTICES . . .

(CONTINUED FROM PAGE 3)

POLICIES AND PRACTICES IN THE SELECTION OF CANDIDATES FOR THE TEACHING PROFESSION IN COLLEGES AND UNIVERSITIES OF THE NORTH CENTRAL ASSOCIATION

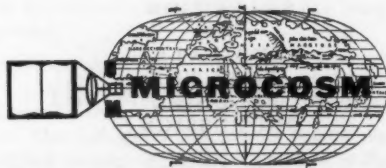
We can assure you that neither form will be used, not over the still-live body of the publisher, anyway. Psychologically, it would be suicide. Physically, it would be impossible. And there is a third reason, the bookkeeper who, every time a copy was sold would exhaust the profits from the sale, making out the invoice.

For the ordinary publisher, though, this problem is by no means insuperable, for he has recourse to three remaining types of titles, and the transmutation of this descriptive title into one of the three other types is routine, for him. Quite often the allusory-type title will come first to mind. Such a one as "As the twig is bent," for example; but in this instance it would hardly do because the emphasis here is not on the student, but the teacher. And besides, Dorothy Canfield Fisher has already used it.

Reference to Bartlett's Familiar Quotations, however, results in an easy solution with the discovery, from the book of James, of the line "How great a matter a little fire kindleth!" This is apt, provocative, and, to those who know, suggestive of erudition. What better title than *How Great a Matter* could be found, providing the whole quotation is printed on the title-page such as *Policies and Practices in the Selection of Candidates for the Teaching Profession in Colleges and Universities of the North Central Association*.

A suggestive title would obviously be *The Selection of Teachers* or, maybe better because shorter and lacking the always offensive article and preposition, *Teacher Selection*. In either instance, the full sub-title would be used. For an arbitrary title, there are no limits and few rules. It should however, be provocative and arresting, and promising and unforgettable. We could here, for instance, suggest such a title as *Keystone to Progress*, on the theory that there can not be much progress in the world unless we have better educated students and these we cannot have unless we give more thought to those who teach our students. This is a rather unlimited title, you will have to admit, but it can always be delimited by adding a sub-title like *Policies and Practices in the Selection of Candidates for the Teaching Profession in Colleges and Universities of the North Central Association*.

Being the publisher of two-dimensional books, books that is without shelf-backs or shelf-back problems that plague the ordinary publisher, the microfilm publisher is only too happy to have his authors use titles as long and descriptive as they wish. The psychological theory of titles is no concern of his, nor is the physical, shelf-back problem. What, you may say, about the bookkeepers problem in the microfilm book-publishing house; doesn't it cost him just as much to type an invoice as the bookkeeper in the ordinary publishing concern? The answer, of course, is yes, but he gets around it by using numbers, so that you, if you should want a copy, don't have to ask for, and the University Microfilms' bookkeeper won't have to bill, if you should, a copy of *Policies and Practices in the Selection of Candidates for the Teaching Profession in Colleges and Universities of the North Central Association*; instead, all you need order is a copy of 6230. But, watch your numbers, for if you should ask for 6533 you would get a copy of *The Professional Preparation of Secondary School Teachers in Selected North Central Association Colleges and Universities*. □



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